ANNEX 2 – COURSE DESCRIPTION

Course title	Business Research Methods for Managers				
Course code	MBA 650				
Course type	Compulsory				
Level	Master				
Year / Semester	2/1				
Teacher's name					
ECTS	6	**Lectures / week**		**Laboratories / week**	
Course purpose and objectives	MBA650 is designed to provide students with data analysis knowledge and skills so to evaluate and apply empirical evidence to the management of businesses and companies. The course covers both quantitative and qualitative research approaches and supports the ability of students in becoming effective managers, able to take evidence-based decisions and support their decision making with empirical evidence. The course enables students to be critical consumers of research and have appropriate knowledge so to apply data analysis techniques. The objective of this course is to introduce the fundamental concepts and tools of statistics, to provide the appropriate theoretical and practical skills necessary for collecting, analyzing and interpreting data and to offer necessary tools to conduct research and data analysis.				
Learning outcomes	• Master statistical tools like Microsoft Excel for statistical analysis, enabling students to apply various statistical techniques to real-world situations • Demonstrate the ability to manage and transform intricate business contexts requiring new strategic approaches. • Take responsibility for contributing to professional knowledge and practice by employing advanced statistical techniques • Ability to integrate statistical knowledge with managerial principles, enabling students to effectively bridge the gap between statistical analysis and managerial decision-making • Acquire highly specialized knowledge concerning modern business statistics, utilizing software like Microsoft Office Excel. • Develop specialized problem-solving skills essential for business research and decision-making.				
Prerequisites	None		**Required**		
Course content	• Introduction to Statistics • Research Methodology • Literature Review and Critical Reading • Primary Data • Secondary Data • Descriptive Statistics • Introduction to probability • Probability and sampling distributions • Interval estimation • Hypothesis Testing • Linear Regression				

Teaching methodology	E-learning
Bibliography	• Anderson, D.R, Sweeney D.J., Williams T.A., Camm J.D., and Cochran J.J. (2018). Essentials of Modern Business Statistics with Microsoft Office Excel. Cengage Learning. • Groebner, D.F., Shannon, P.W., and Fry, P.C. (2017). Business Statistics: A Decision Making Approach. Pearson Education MBA650 Syllabus, page 3 of 5 Dr. Dario Pontiggia • Anderson, D.R, Sweeney D.J., and Williams T.A., (2008). Statistics for Business and Economics. Pearson Education Online Reading:
Assessment	• Develop a research proposal outlining a specific business problem with a proposed research design. • Design a survey or interview protocol for a business issue and explain the rationale. • Analyze a business scenario and apply probability theory to assess risks and outcomes. Conduct linear regression analysis using Excel on a provided dataset and interpret findings.
Language	English